

USE	GROSS FLOOR AREA (SQUARE FEET)	NUMBER OF BERTHS REQUIRED
Multiple-family dwelling with more than sixteen (16) dwelling units and more than thirty-six (36) feet high		1
School	Over 2,000	1
Auditorium, convention hall, sports arena, meeting hall	40,000 - 60,000	1
	60,000 - 100,000	2
	100,000 - 150,000	3
	For each additional 100,000 or fraction thereof	Add 1
Department store, variety store, other retail store, restaurant, or funeral home	7,000 - 14,000	1
	14,000 - 40,000	2
	40,000 - 80,000	3
	For each additional 100,000 or fraction thereof	Add 1
Hospital, clinic, sanatorium, jail or welfare institution	10,000 - 100,000	1
	For each additional 100,000 or fraction thereof	Add 1
Hotel or office	25,000 - 40,000	1
	40,000 - 100,000	2
	For each additional 100,000 or fraction thereof	Add 1
Freight terminal, railroad yard, truck terminal, industrial plant, manufacturing or wholesale establishment	10,000 - 40,000	1
	40,000 - 65,000	2
	65,000 - 100,000	3
	For each additional 100,000 or fraction thereof	Add 1

5. Off-street loading berths shall not satisfy requirements for off-street parking space.
6. Off-street loading berths shall not be used for vehicle repairs or servicing.

SECTION 3.04 SIGNS

A. Intent

This section establishes zoning standards for the maintenance, construction, location, and size of signs within the County of Missoula.

B. Definitions

1. Abandoned Sign – A sign which no longer correctly directs or exhorts any person, or no longer advertises a bona fide business, lessor, owner, product, or activity conducted, or product available. Any sign that remains blank, or contains only the owner/agent’s advertisement for its lease for more than sixty (60) days is an abandoned sign.
2. Absolute Sign Height – The vertical distance from the elevation of the finished grade at the structure to the highest point of the structure.

3. Activity - A person who uses a sign to advertise goods and services offered or to identify the activity's location.
4. Directional Sign - An off-premise sign erected for the purpose of directing the public to the location of an activity, giving the activity's name and a brief description of goods and services offered, devoting less than one-half ($\frac{1}{2}$) of the surface area to advertising.
5. Logo - A symbol, shape, or form of local or national design which is readily recognized by the public, and which may contain abbreviations, numbers or wording commonly associated with the symbol.
6. Off-Premise Sign - A sign not associated with the activity of the lot upon which it is located, which advertises the goods and services of, or location of, or direction to, an activity located elsewhere.
7. Pole Sign - A detached sign supported wholly by poles, pylons, pillars, or beams firmly anchored to the ground.
8. Projecting Sign - A sign erected on a wall or corner approximately perpendicular to the street right-of-way, or from the ceiling of a marquee, canopy, or vestibule in a plane perpendicular to the street right-of-way.
9. Roof Sign - A sign erected upon and anchored to the roof of a building.
10. Sign - A permanent or temporary graphic display erected out-of-doors or placed in view of the general public, upon the ground, roof, or a wall, or in a window, including illuminated and projecting displays, banners, announcements and declarations, to advertise, promote, identify, or give direction to, an activity and its related goods and services.
11. Signing Allowance - The total signing area which an activity may display through a maximum of four (4) signs per building frontage, is expressed in square feet as a flat rate or as a sign area ratio computed on the basis of the activity's floor area.
12. Signing Area - The area (expressed in square feet) of both sides of a sign to be assessed against an activity's total signing allowance, computed by multiplying the length times the width of the box or outline containing the message, inclusive of backgrounds, except that if the sign consists of individual letters, only the area of the letters is counted as part of the signing area.
13. Temporary Sign - A sign which is portable and free-standing, or constructed of cloth, canvas, paper, light fabric, or cardboard, with or without frames, for use over a limited period of time.
14. Wall Sign - A sign erected against the wall of a building with the exposed face thereof in a plane parallel to the plane of said wall, extending no more than eighteen (18) inches from such wall, or suspended from the ceiling of a marquee, canopy, or vestibule in a plane parallel to the street right-of-way line.
15. Window Sign - A sign displayed inside the first floor window area of a building.

C. Signing Allowance

1. Maximum Signing Area

Each activity is allowed a maximum signing area based on floor area and zoning. Allowances by district are given in each subsection of Section 3.04 M. Any activity may appeal to the Board of Adjustment for a variance to increase the signing allowance in accordance with Section 8.27. Such an appeal shall demonstrate that a signing allowance based on square footage is a hardship due to the distinctive characteristics of the activity conducted. An activity with large outside display lots or vacant lots may elect to compute its signing allowance using one-fourth ($\frac{1}{4}$) of the signing allowance as computed on the square footage of the outside display area to a maximum signing allowance of three hundred (300) square feet. Two or more activities on the

same parcel or within the same building are each entitled to the maximum signing allowance in the zoning district.

2. Application

Within the signing allowance, non-residential activities may erect four (4) wall, pole, projecting, roof, or permanent window signs, or combinations thereof, on any frontage. For the purposes of this section, the side or rear of any building which provides off-street parking or customer entrance to the activity shall be customer entrance to the activity shall be considered frontage. A frontage facing a dwelling located in a residential district shall be limited to wall signs no more than sixteen (16) feet in height. Construction signs, for sale-lease-rent signs, convenience signs, and temporary signs are not to be assessed against an activity's maximum signing allowance. All signs must be placed on or attached to private property.

D. Clearance

1. Setback

No sign or supporting structure shall extend within five (5) horizontal feet of a property line.

2. Sidewalks

No sign or supporting structure shall extend within eight (8) vertical feet of a ground level area used for pedestrian movement.

3. Driveways/Parking Lots

No sign or supporting structure shall extend within ten (10) vertical feet and two (2) horizontal feet of a driveway or parking space open to customer use.

E. Off-Premise Signs

1. Billboard

A billboard shall be wall or pole-mounted and may be displayed either single or double-faces, or back-to-back, with no more than two (2) faces visible and readable from the same direction:

- a. No billboard shall exceed three hundred (300) square feet in area.
- b. No pole-mounted billboard shall exceed twenty-eight (28) feet in height above the ground upon which it is erected.
- c. No wall-mounted billboard shall exceed the height of the wall upon which it is mounted.
- d. No billboard shall be erected in other than commercial (C) and industrial (I) zones.
- e. No more than two (2) billboards shall be erected in each one (1) one thousand (1,000) lineal feet of right-of-way along a roadway or highway.
- f. A billboard shall have the owner's name firmly attached to the sign structure.

[Note: See Section 2.30 for off-premise sign regulations in unzoned areas.]

2. Directional

A directional sign shall be pole or wall-mounted, conform to the standards of the district in which located, and shall be assessed against the signing allowance of the property upon which they are located.

F. Temporary Signs

1. Zoning Compliance Permits Required

Unless otherwise excepted by this section, temporary signs for nonresidential activities are subject to the issuance of a Zoning Compliance Permit by the Zoning Officer. The Zoning Officer shall establish the necessity of such temporary signing, an area/height allowance as

required to meet the minimum needs of the applicant, and set a period for display not to exceed thirty (30) days, unless extended by approval of the governing body. All temporary signs shall be located on private property.

2. Zoning Compliance Permits Not Required
 - a. The following temporary signs are allowed without zoning compliance permit in any zone:
 - i.) Signs which identify the location of rummage and garage sales.
 - ii.) Signs which advertise the activities of a non-profit organization.
 - iii.) Signs which advertise property for sale, lease, or rent.
 - b. Such temporary signs allowed shall:
 - i.) Be removed after thirty (30) days of use.
 - ii.) Not exceed one (1) sign per property frontage.
 - iii.) Be limited to a size and height provided in the residential standards of this section.
 - c. Temporary window signs may be displayed without permit by any non-residential activity. Such signs are not subject to time limits, but are restricted in total display area as provided in subsection M. of this section.
 - d. Political signs may be displayed without zoning compliance permit and must be located on private property, subject to permission from the property owner. Political signs are not permitted within county right-of-way or road easement. Improperly placed political signs may be removed without notice.

G. Sign Lights

1. Flashing Lights
 - a. Running border lights or moving lights, which, by the nature of their flashing, convey a written message, shape, or symbol identified with the activity may be used by an activity which is a permitted nonresidential use in a commercial or industrial zone and conducts business at night.
 - b. Spot lights, strobe lights, pogo, or zipsticks, not used for the purpose of sign illumination and intended solely for the purpose of attracting attention are prohibited.
2. Traffic Hazard

No floodlight, spot light, or bare bulb lighting shall shine directly into the eyes of motorists or pedestrians. Sign lights, which by the nature of their location, color or flashing, are likely to be construed as the lights of emergency vehicles or which resemble or interfere with the visibility of traffic signals, are prohibited.
3. Adjacent Residential Zones

No lighted sign shall shine directly onto an occupied dwelling in an adjacent lot which is residentially zoned.

H. Sign Motion

No sign motion intended for purposes other than conveying information to multiple points of observation is permitted in any commercial or industrial zone. No sign shall rotate faster than eight (8) revolutions per minute.

I. Banners

Logo banners, of either national or local design, are permitted in any nonresidential zone and shall be included in assessing total sign area of the activity. Pennants, streamers, and wind-blown devices are prohibited in all zones, except when authorized by the governing body in conjunction with permits for temporary street closures, special retail days, going out of business sales, fairs, carnivals, and parades.

J. Exceptions

1. Shopping Center District - With the exception of safety requirements, the provisions of this section do not apply to activities located within approved shopping center (SC) zones. Signing standards for shopping center activities are established as part of the performance standards required by the Shopping Center district.
2. Traffic/Legal/Emergency Signs - The provisions of this section do not apply to traffic signals and directional signs, legal notices posted by a lawful agent of the government, or signs which identify or give direction to emergency services.
3. Convenience Signs - With the exception of safety requirements and those standards intended for the protection of dwellings in residential zones, the provisions of this section do not apply to those signs erected solely for the purpose of:
 - a. Identifying or giving direction to bus stops, phone booths, restrooms, and parking areas.
 - b. Aiding and directing movement of motorists in parking structures and parking lots.
 - c. Aiding and directing movement of pedestrians.
 - d. Protecting private property or identifying property hazards.
 - e. Time and temperature signs.
4. No convenience sign shall exceed twelve (12) square feet in area and the height limitations of the zone in which the sign is located.

K. Areas of Special Control

It is recognized that these regulations cannot handle all of the signing situations in an area as diverse as that covered by the County of Missoula. Therefore, the governing body may, by Resolution and after public notice and hearing, establish standards for the following areas of special control:

1. Commercial/Industrial
Areas of intense commercial and industrial activity.
2. Historic/Scenic
Architectural, historic, and scenic areas where unique visual characteristics and natural beauty require standards more stringent than those contained in this section.
3. Billboard Plazas
Off-premise advertising areas in Commercial (C) and Shopping Center (SC) districts.
4. Bus Stop Bench-Advertising
Signs on bus stop benches are allowed in any zone subject to the following standards:
 - a. This allowance extends only to those benches placed under agreement with Missoula County at locations specified by the Missoula Urban Transit District.
 - b. Signs on bus benches are subject to the safety and maintenance provisions of this section.
 - c. For the purpose of enforcing safety and maintenance requirements, the bench is considered as part of the sign.

- d. Signs are restricted to the side of the backrest facing the public right-of-way and shall not extend above or beyond the bench.

L. Maintenance and Construction

- 1. Maintenance - All signs shall be inspected periodically and maintained in good repair by the owner.
- 2. Construction - All signs shall be constructed in accordance with appropriate sections of the International Building Code. All signs exceeding eight (8) feet in height require a building permit. All illuminated signs require an electrical permit.
- 3. Removal – Thirty (30) days after written notice has been mailed to the sign owner, the Zoning Officer may remove any sign which is improperly constructed, maintained, or damaged, or presents a hazard to motorists, building occupants and pedestrians, or any sign which has been erected without the proper permit or abandoned or where use has been discontinued for a period of sixty (60) days, provided however, that the Zoning Officer shall, after issuance of a lawful order, immediately remove any sign which poses a serious hazard to the public. All removals shall be undertaken by a licensed sign company.

M. District Standards

1. Residential Development

- a. Description - The provisions of this subsection apply to all residential activities permitted in districts C-A1, C-A2, C- A3, C-RR1, C-RR2, C-RR3, C-R1, C-R2, and C-R3.
- b. Signing Allowance - Each residential activity is authorized to display one (1) sign per frontage, except that each subdivision, PUD, and mobile home park may display one (1) sign per point of entry.
- c. Signs Permitted
 - i.) Wall and pole signs which identify:
 - 1) Apartment houses
 - 2) Fraternity/Sorority houses
 - 3) Boarding houses
 - 4) Long-term care facilities
 - 5) Approved nurseries and day care centers
 - 6) Mobile home parks, subdivisions, and PUDs
 - 7) Churches and cemeteries
 - ii.) Wall and pole signs which:
 - 1) Advertise lots, buildings or rooms for sale-lease-rent in the immediate neighborhood.
 - 2) Advertise produce for sale where such produce has been raised on the premises.

d. Bulk Requirements

WALL SIGN	IDENTIFICATION	FOR SALE-LEASE-RENT
Area	Twelve (12) square feet	Eight (8) square feet
Height	Twelve (12) feet	Eight (8) feet

POLE SIGN	IDENTIFICATION	FOR SALE-LEASE-RENT
Area	Eight (8) square feet profile	Eight (8) square feet
Height	Eight (8) feet	Six (6) feet

2. Office-Institution

- a. Description - The provisions of this subsection apply to all nonresidential activities permitted in districts C-R1, C-R2, and C-R3.
- b. Signing Allowance – Twenty-six (26) square feet, or one (1) square foot of signing for each ninety (90) square feet of activity floor area above one thousand (1,000) square feet to a maximum allowance of one hundred (100) square feet.
- c. Bulk Requirements

TYPE	AREA	HEIGHT
Wall	Ten percent (10%)*	Top of second floor
Pole	Ten (10) square feet profile	Twelve (12) feet
Projecting	Eight (8) square feet profile	Top of first floor
Roof	Prohibited	Prohibited
Construction, For Sale, Lease, Rent	Sixteen (16) square feet	Eight (8) feet

*As computed on the first floor wall of sign frontage inclusive of windows.

3. Neighborhood Commercial

- a. Description - The provisions of this subsection apply to all activities permitted in C-C1 districts, and any portion of a commercial or industrial zone within one hundred (100) feet of a residential zone.
- b. Signing Allowance – Sixty-four (64) square feet or one (1) square foot of signing for each twenty (20) square feet of activity floor area greater than one thousand (1,000) square feet to a maximum allowance of one hundred twenty-five (125) square feet.
- c. Bulk Requirements

TYPE	AREA	HEIGHT
Wall	Twenty percent (20%)	Top floor
Pole	Twelve (12) square feet per side to a maximum of twenty-four (24) square feet	Twenty (20) feet
Projecting	Ten (10) square feet per side to a maximum of twenty (20) square feet	Top of second floor
Roof	Twenty percent (20%)*	Below peak
Construction, For Sale, Lease, Rent	Sixteen (16) square feet	Eight (8) feet
Window	Fifteen percent (15%) temporary	Twenty-five percent (25%) permanent**

*As computed on the first floor wall of sign frontage, inclusive of windows.

**As computed on the first floor windows of sign frontage.

4. Commercial

- a. Description - The provisions of this subsection apply to all nonresidential activities permitted in districts C-C2 and C-C3.
- b. Signing Allowance – One hundred (100) square feet, or one (1) square foot of signing for each eighty (80) square feet of activity floor area above one thousand (1,000) square feet to a maximum allowance of three hundred (300) square feet.

c. Bulk Requirements

TYPE	AREA	HEIGHT
Wall	Twenty percent (20%)	Top floor
Pole	Seventy-two (72) square feet profile	Thirty-two (32) feet
Projecting	Forty-two (42) square feet profile	Top of second floor
Roof*	Thirty percent (30%)**	Above or below peak
Construction, For Sale, Lease, Rent	Twenty-four (24) square feet	Eight (8) feet
Window	Fifteen percent (15%) permanent***	Twenty-five percent (25%) temporary

*Not to exceed twenty (20) feet in height above roof.

**As computed on the first floor wall of sign frontage, inclusive of windows.

***As computed on the first floor windows of sign frontage.

5. Industrial

- a. Description - The provisions of this subsection apply to all activities permitted in districts C-I1, C-I2, and C-A1.
- b. Signing Allowance – Seventy-two (72) square feet, or one (1) square foot of signing for each one hundred sixty (160) square feet of activity floor area above one thousand (1,000) square feet to a maximum allowance of two hundred (200) square feet.

c. Bulk Requirements

TYPE	AREA	HEIGHT
Wall	Twenty percent (20%)	Top Floor
Pole	Seventy-two (72) square feet profile	Thirty-two (32) feet
Projecting	Forty-two (42) square feet profile	Top of second
Roof**	Twenty percent (20%)*	Above or below
Construction, For Sale, Lease, Rent	Thirty-two (32) square feet	Twelve (12) feet
Window	Fifteen percent (15%) permanent	Twenty-five percent (25%) temporary

*As computed on the first floor wall of sign frontage, inclusive of windows.

**As computed on the first floor windows of sign frontage.

***Not to exceed twenty (20) feet in height above roof.

6. Public/Recreation

- a. Description - The provisions of this subsection apply to all activities allowed in P1 zoned districts.
- b. Signing Allowance – Twenty-six (26) square feet, or one (1) square foot of signing for each ninety (90) square feet of activity floor area above one thousand (1,000) square feet to a maximum allowance of one hundred (100) square feet.

c. Bulk Requirements

TYPE	AREA	HEIGHT
Wall	Ten percent (10%)*	Top of second floor
Pole	Ten (10) square feet profile	Twelve (12) feet
Projecting	Eight (8) square feet profile	Top of first floor
Roof	Prohibited	Prohibited
Construction, For Sale, Lease, Rent	Sixteen (16) square feet	Eight (8) feet

*As computed on the first floor wall or sign frontage inclusive of windows.

N. Standards for Non-Conforming Uses

1. Replacement signs for non-conforming uses located in residential districts shall conform to the signing standards of the district in which they are located.
2. Replacement signs for non-conforming uses located in other than residential districts shall be erected in accordance with standards contained in subsection M.2, Office Institutions.

SECTION 3.05 LANDSCAPING AND BUFFERING

A. General Requirements

1. In order that landscaping conforms to the character of the district and maintains or improves the appearance of the surrounding area, all landscape designs, when required by these regulations, the Board of Adjustment or the Governing Body, shall be submitted in a plan to and approved by the Zoning Officer. The landscape plan shall include the following:
 - a. Location and type of natural vegetation, and natural and man-made materials;
 - b. List of the names, sizes, and methods of planting for natural vegetation;
 - c. Irrigation system;
 - d. Any other landscaping elements such as benches, walks, plaza, and lighting; and,
 - e. Description of maintenance plans for the landscaped area.
2. All non-residential uses adjacent to or directly across the street from, a residential district shall provide a visual buffer five (5) feet wide along the perimeter of lot lines adjacent to residential areas planned under an approved overall development plan, residential districts or existing residential areas.
3. All multiple family and non-residential uses shall landscape the front five (5) feet of the required front yard adjacent to streets exclusive of driveways and such landscaping which include suitable street trees spaced not more than fifty (50) feet apart.
4. All open automobile parking areas containing more than six (6) parking spaces in or abutting a residential district shall be effectively screened to a height of not less than five (5) feet, except for the sides of parking areas which adjoin another off-street parking area. Such screening shall conform to the requirements of Section 3.05. B.
5. Any use or uses having more than three thousand five hundred (3,500) square feet of required paving shall have six percent (6%) of the gross required parking area landscaped.
6. All vegetation shall be kept alive and maintained. If the vegetation dies, it shall be replaced within one (1) year.
7. Landscaping may be required of two-family dwellings which are approved as special exceptions.
8. Landscaping and buffering are not required of any single family use in any district.